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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2016-2025



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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA



Lucia A. Reisch

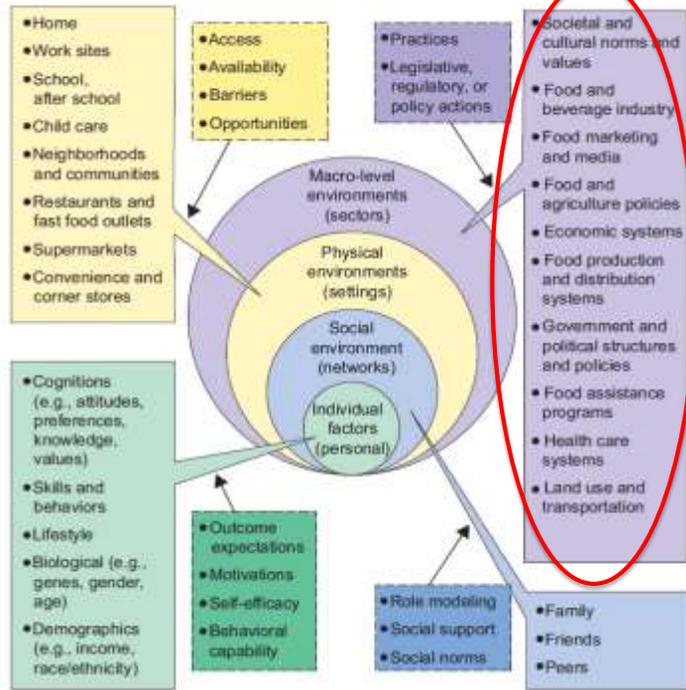
SUSTAINABLE AND HEALTHY DIETS: WHY AND HOW BEHAVIOURAL NUTRITION POLICY CAN HELP

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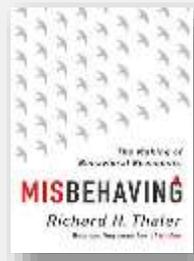


Source: Story et al. 2008

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Behavioural Insights Based Policy („nudging“)



- systematic violations of purely rational self-interested behaviour („Econ“)
- cognitive mechanisms (**heuristics & biases**) applied in information processing
- **limitations** of human beings (self-control, limited bandwidth)
- the power of **context** and **affordances**
- **empirical view** of consumer behaviour („humans“) (experiments, RCTs, surveys)

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Conformity bias, social norms and portion sizes

Fast food portions have increased dramatically since 1960. Here's how they stack up, then and now:



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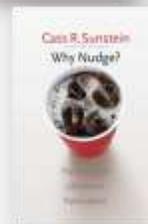
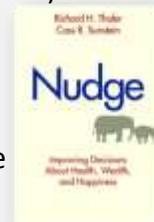
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Nudges

- 👉 a feature of the *environment* that affects people's choices without imposing coercion or material incentives ("SIFs")
- 👉 *liberty-preserving approaches or stimuli* that steer people in particular directions, but that also allow them to go their own way
- 👉 aim is "... to influence choices in a way that will make choosers better off, *as judged by themselves*."

Nudges are not

- 👉 orders, laws, bans, civic penalties
- 👉 financial incentives, subsidies, taxes
- 👉 secret „psycho-tricks“

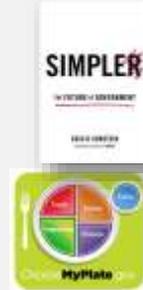


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Behavioural nutrition policy - “Make the healthy choice the easy and more attractive choice”

- Improve access, availability, affordability
- Design choice architecture for healthy choices (smart canteens, healthy defaults, active urban mobility)
- Simplify messages and information
- Personalise dietary information
- Employ, e.g., *behaviourally informed* school programmes (“How to” – simplify, framing, priming, timing, use of social norms, reminders, feedback and rewards)
- (not behavioural but effective) end subsidies for unhealthy food, lower VAT for healthy options



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Choice architecture for HSF



Inudgeyou.com



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Do people like nudges?

(Sunstein & Reisch 2017)

Approval rates for 9 health-related nudges in 14 countries (Ex.)



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Policy recommendations

- **Urban planners:** design an attractive (not obesogenic but HSF promoting) environment
- **Public education system:** provide "triple A" canteens, school gardens and other HSF learning opportunities
- **Retail:** find allies, set standards, create competition
- **Industry:** get the prices right ("second price tag"); monitor lobbyism and prevention strategies (e.g. vlogging)
- **Consumers:** educate about behavioural mechanisms; help them making smart choices
- **Research:** support evidence mapping and rigorous independent studies; protect inconvenient researchers

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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA



UN HIGH LEVEL PANEL OF EXPERTS
ACTION ON NUTRITION
2014-2025



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SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS IN EUROPE AND CENTRAL ASIA

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